



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

Department Name	MANAGEMENT	Dept. Numeric Code	3 2
Course Code	M A N 3 0 7	Number of Weekly Lecture Hours	3
		Number of Weekly Lab/Tutorial Hours	-
		Number of Credit Hours	3
Course Web Site	http:// man307.cankaya.edu.tr		ECTS Credit
			0 5

Course Name and Other Course Information

This information will appear in the printed catalogs and on the web online catalog.

English Name	Principles of Marketing
Turkish Name	Pazarlama İlkeleri
Mode of Delivery	Face to Face
Language of Instruction	English

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

Marketing is a dynamic and an exciting field, a key tool in confronting the challenges enterprises face at home and abroad. In this course students will learn the "real" nature and scope of marketing management. Students will be introduced to major aspects of marketing, such as: 1) Marketing Strategy, 2) Market Segmentation, 3) Target Marketing, 4) Market Planning, 5) Retailing and Wholesaling, 6) Distribution, 7) International Marketing, 8) Promotion, 9) Pricing, and 10) Services Marketing. Students will also learn the strategic importance of marketing for an enterprise, whether it is a profit oriented business firm or a non-profit organization.

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input checked="" type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
Course Type <i>Check all that are applicable</i>	<input checked="" type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input type="checkbox"/> Elective course for dept. <input checked="" type="checkbox"/> Elective course for other dept.(s)			

Part II. Detailed Course Information**Course Objectives***Maximum 100 words.*

The objective of the course is to point out:

- The importance of basic marketing concepts to make informed marketing decisions.
- The impact of micro and macro environmental analysis for marketing managers
- The significance of target marketing activities
- Effective techniques to develop marketing mix elements

Learning Outcomes*Explain the learning outcomes of the course. Maximum 10 items.*

Upon the successful completion of the course students will:

1. Comprehend the basic marketing concepts,
2. Be able to define target market segments and apply target marketing strategies
3. Be able to carry out macro-environmental analysis for the potential markets,
4. Be able to establish and develop the stages of product life-cycle,
5. Be able to implement new product development strategies,
6. Be able to make conduct, analyze and interpret market research activities.
7. Be able to develop an appreciation for the unique ethical considerations in the marketing research field.

Textbook(s)*List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Philip Kotler, Gary Armstrong	Marketing Management	Pearson	2015	978-0133856460

Reference Books*List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN
İsmet Mucuk	Pazarlama İlkeleri	Gazi Kitabevi	2009	9789757337591

Teaching Policy*Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Three hours of weekly lectures on marketing principles and major strategic marketing issues. Students are expected to fully participate in classroom discussions and present regularly assigned class projects and activities.

Laboratory/Studio Work*Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.*

N/A

Computer Usage

Briefly describe the computer usage and the hardware/software requirements for the course.

N/A

Course Outline

List the weekly topics to be covered.

Week	Topic(s)
1	Overview of Basic Marketing Concepts
2	Strategic Marketing
3	Environmental Marketing Analysis
4	Target Market Development
5	The Marketing Mix Elements
6	Target Marketing Strategies
7	Midterm exam
8	New Product Development Process
9	Marketing Research Methods
10	Qualitative Research Tools
11	Quantitative Research Tools
12	Brand Management Decisions
13	Distribution and Pricing Strategies
14	Service Marketing

Grading Policy

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm Exam	2	30						
Case Study	2	10						
Term Project	1	20						
Final Exam	1	40						

ECTS Workload

List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	14	3	42
Attending Labs/Recitations (<i>weekly basis</i>)	-	-	
Compilation and finalization of course/lecture notes (<i>weekly basis</i>)	14	1	14
Collection and selection of relevant material (<i>once</i>)	1	4	4
Self study of relevant material (<i>weekly basis</i>)	14	3	42
Take-home assignments	3	1	3
Preparation for quizzes	-	-	-
Preparation for mid-term exams (<i>including the duration of the exams</i>)	2	3	6

Preparation of term paper/case-study report (including oral presentation)	2	2	4
Preparation of term project/field study report (including oral presentation)	1	5	5
Preparation for final exam (including the duration of the exam)	1	5	5
TOTAL WORKLOAD / 25			125/5
ECTS Credit			5

Program Qualifications vs. Learning Outcomes Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.		X			
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.					X
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.			X		
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.					X
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.				X	
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.			X		
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.				X	
8	Be thereby qualified to conduct research in business administration and management.			X		
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.			X		
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.			X		
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				X	
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest